

RFP 16-046 MARKETING AND PUBLIC RELATIONS SERVICES

Vendor Questions due to ICN prior to 4PM, June 17, 2016
ICN to respond prior to close of business June 21, 2016

Clarification: ICN has an annual budget of \$50,000 for services to be ordered under the resulting Agreement. The resulting Agreement will be the contract vehicle for ICN to obtain vendor services for future needs as they arise. When the ICN identifies a need, ICN will provide the contracted vendor a scope of work to review and provide a quote for the product and or services identified.

Question 1: Whether companies from Outside USA can apply for this? (Like, from India or Canada)

ICN Response: Companies outside USA may submit RFP responses as instructed within, as long as the company can meet the requirements of the RFP.

Question 2: Whether we need to come over there for meetings?

ICN Response: In person meetings are preferred; however, if company is unable to meet in person, company shall detail how it proposes to meet with the ICN to satisfy RFP section 3.3.15:

3.3.15 Meetings: Vendor shall confirm its understanding that the Vendor must; 1) facilitate, at minimum, bi-weekly status meetings with the ICN's representative, 2) attend quarterly meetings with ICN's executive director and other leadership team members.

Question 3: Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

ICN Response: yes, however ICN reserves the right to preapprove any task to take place outside the USA.

Question 4: Can we submit the proposals via email?????

ICN Response: RFP section 1.1.14 states that "...Additionally, no bid proposal will be accepted by telephone, electronic mail or facsimile. "

Question 5: For this proposal is ICN looking for only hourly rates of service or are you looking for a contract period of six months or a year as a retainer? If you are looking for an overall cost for all services as a multi month or year-long retainer, could you provide more details on the expected deliverables so we may be able to provide a more accurate estimate of services?

ICN Response: The resulting contract will be the Agreement that ICN uses as a basis to obtain vendor services for future individual projects as they arise. Per Section 3.4 Vendor shall provide its hourly rate sheet for all services requested or proposed within this RFP with a clear description of all facets of the prices proposed. Per Section 3 of Attachment 2, Terms and conditions, the contract will be for 1 year and have renewals available.

Question 6: Video section 3.2.1:

- Could you provide a bit more information about the videos that you would like to produce? Would these be similar in style to the videos previously shot (interview style)? ICN Response: Possibly, videos will be determined on a case by case basis, however RFP section 3.3.3.1 states that "...Vendor shall provide a plan to update current videos...". The plan should incorporate suggested video styles.
- The RFP mentions a 'series of videos 3 to 4 minutes in length. Do you know how many videos would you like to produce? ICN Response: Number of videos to be determined after award and will be subject to budget availability.
- Would the videos be shot in studio or require travel to various parts of the state? ICN Response: To be determined on a case by case basis.
- Do you envision that the videos would require paid talent (actors) or if you would be using employees and partners of the ICN as features in the videos. ICN Response: To be determined on a case by case basis.

Question 7: Design Services section 3.2.2: Could you provide a bit more detail on the estimated number of printed materials you believe you will require? For example, a legislative booklet, an informational powerpoint, # of expected marketing flyers and brochures.

ICN Response: Number of printed materials to be determined after award and will be subject to budget availability.

Question 8: Additional costs Section 2.2: Would you expect estimate to assume outsource fee's such as printing costs or any merchandise that would be required?

ICN Response: Estimated costs are not requested at this time. The resulting contract will be the Agreement that ICN uses as a basis to obtain vendor services for future individual projects as they arise.

Question 9: Event Planning Section 3.2.4: Do you have an estimate on the number of events ICN may need to plan? Would those events be local or require travel?

ICN Response: number of events and location to be determined on an annual basis.

Question 10: Other: Do you expect any extensive web design services other than occasional graphics for social media? If so would you be able to detail what those services requirements might entail?

ICN Response: ICN has in-house staff for web design. However, graphics created for social media will also be incorporated on the Broadband Matters and ICN websites as homepage banner images or standalone images on interior webpages, therefore images will be resized to fit website platforms.

Question 11: Wondered if there is any additional documentation about requirements, etc. The list of services to be performed is helpful, but just curious about how to structure the bid proposal so that it is a real apples to apples situation.

ICN Response: No additional documents to provide or share at this time. See clarification above and ICN response to question 5.

Question 12: Reading through the RFP, there seems to be preference for a single provider of these services. For us to deliver these services, we would be the single point of contact, but we would need to partner with other entities. Will this sort of arrangement put us at a disadvantage when it comes to judging our response?

ICN Response: The ICN intends on making an award to one Vendor, however that vendor may use subcontractors for services, but will remain responsible to the ICN for its subcontractors as stated in RFP Attachment 2, Terms and Conditions, Section 13.22.

Question 13: Does the Iowa Communications Network (ICN) have an established annual budget? If so, could you share the budget? How is that budget broken down?

ICN Response: ICN has an annual budget of \$50,000 for services to be ordered under the resulting Agreement. The resulting Agreement will be the contract vehicle for ICN to obtain vendor services for future needs as they arise. When the ICN identifies a need, ICN will provide the contracted vendor a scope of work to review and provide a quote for the product and or services identified.

Question 14: Is this an evergreen contract? Or is there an expiration date for the contract? If there is an expiration date, would the contract go out for bid again?

ICN Response: The resulting contract will be renewed on an annual basis up to a total of six years based upon mutual written agreement between the parties.

Question 15: Do you currently have an agency that you are working with? If so, why are you looking for a new agency? And, what level of satisfaction did you have with the previous agency?

ICN Response: Our current vendor provided satisfactory services; however that contract has run its course and has no renewals, thus the new RFP for a new duration.

Question 16: What strengths are you looking for in your new agency?

ICN Response: ICN is looking for an agency that provides a strong creative perspective for messaging. Flexibility is also important since our audience can incorporate user groups within the education, healthcare, government, and public safety sectors.

Question 17: Will the awarded agency work with a single point-of-contact at IDN? Or will the awarded agency be working with several team members?

ICN Response: Both....ICN will have one primary contact for primary coordination; however ICN may have a team working on projects with the awarded vendor.

Question 18: Do you have an established schedule for interviews, when a final decision would be made, when you would plan to have a contract in place?

ICN Response: We do not have a fixed schedule for interviews or making an award. ICN will review and evaluate the responses as soon as possible and anticipates making an award in July or August.

Question 19: Section 3.2.1 – Videos. How many 3-4 minute videos are expected to be produced under this contract? Will the videos be similar in style and content to the videos that currently appear at

<https://broadbandmatters.com/icnfocus> ?

ICN Response: Yes, number of videos to be determined after award and will be subject to budget availability.

Question 20: Section 3.2.2 Design Services. How many brochures, images, booklets and flyers to you anticipate being produced during the length of this contract? Will you provide the images or will the agency need to produce new photography?

ICN Response: Number of printed materials to be determined after award and will be subject to budget availability. Images: To be determined on a case by case basis. Photography can include a combination of ICN provided photos, agency photography, and stock photos.

Question 21: Section 3.2.4 Event Planning. Can you further define the planned event for education and engagement about the ICN. Is this event part of a larger meeting or convention, or is it a one day event solely sponsored by ICN? Will the event take place in Des Moines?

ICN Response: The event details will change from year to year based upon the needs of the ICN and its customer base. The 2016 event will take place in the Des Moines metro area. Subsequent year's event may take place in different locations as determined.

Question 22: Section 3.4 Cost Proposal. Do you have a template that should be utilized for the rate sheet? In addition to hourly rates can we provide fees for out of pocket expenses or expendables – such as production expense for video or photography sessions?

ICN Response: ICN has no template for submitting the hourly rates. Vendor should identify all rates that may apply to products or services provided to the ICN. However, vendor shall note Attachment 2, Terms and Conditions Section 7.3. If vendor chooses to seek reimbursement of out of pocket expenses or expendables, ICN will only reimburse vendor at the maximum set by state rules.

Question 23: Section 4.2 Evaluation Criteria. Can you provide the general evaluation criteria list that is referenced in this section?

ICN Response: The ICN will evaluate the vendor response to each of the service requirements in Chapter 3.

Question 24: What is the initial term of the contract which will be the result of this RFP? Are there renewal terms?

ICN Response: See Attachment 2: Terms and Conditions Section 3.

Question 25: What is the general budget or budget range that has been allocated to provide the services that are requested in this RFP?

ICN Response: ICN has an annual budget of \$50,000 for services to be ordered under the resulting Agreement.

Question 26: Is there an incumbent agency that is currently providing these services for ICN? If there is an incumbent, has their performance been satisfactory?

ICN Response: See response to Questions 15 & 16.

Question 27: Can non-Iowa based companies bid on this project? In the evaluation criteria, is there any preference given to Iowa-based companies?

ICN Response: ICN will accept responses from non-Iowa based companies. There are no scoring criteria based upon vendor location.

Question 28: Is there a DBE requirement or set aside associated with this RFP?

ICN Response: No.